

Public Relations Officer (PRO) Job Role and Person Specification

The job role of the PRO is to promote the club internally and externally. To be the 'face' that represents the club, using a wide range of media to build, promote and sustain a good image for the club and keeps us in the public eye.

General actions

- Write and send articles to the 'Voice Box'
- Supply photographs for display purposes
- To devise photographic opportunities for promotion
- To oversee the maintenance of a year book with photographs and articles to take to Convention along with the banners
- Produce and distribute press releases
- Develop relationships and liaise with the media and similar organisations to promote the chorus events, sing outs, courses and etc.
- Research, write and distribute press releases to targeted media
- Helping with recruitment for singing courses etc through community relations and other events
- To support with organising events, i.e. exhibitions, open days;
- Maintaining and updating information on the website
- Managing and updating information and engaging with users on social media sites such as Twitter, Facebook, Google, YouTube and LinkedIn and other media sites as appropriate

Qualities and skills required

- Good communication and interpersonal skills
- Good computer skills
- Good knowledge of social media sites and how to utilise them
- Good quality photographic skills
- Good literacy skills
- Ability to précis, write articles and press releases
- Good time keeping